

December 2018

Beauty Retailing - Brazil

"Brazil's beauty retailers still perform simple actions to attract consumers to their stores, compared to what has been done in countries such as the US. The competition is getting increasingly fiercer, as pharmacies merge to become stronger and big players in the sector buy smaller brands to increase their ...

November 2018

Fragrances - Brazil

"The fragrance market in Brazil has had one of the best performances in recent years when it comes to retail sales. The national brands expanded their sales channels and brought new fragrances to the market, which, combined with the Brazilian habit of using perfume, helped increase sales. The category, however ...